

SECRETARY HOUSTON SEES BRIGHT ROAD PROSPECTS

Tells Representatives of Thirty-Five States Importance of New Federal Aid Act.

WANTS TO CONVINCE PEOPLE

If Dollar's Worth of Value Is Given for Each Dollar Expended, People Will Be Willing to Put More Money Into Good Roads When Needed.

WASHINGTON, D. C., August 26.—Thirty-five States sent representatives to the August conference in Washington, called by the Secretary of Agriculture to discuss the rules and regulations for the operation of the Federal aid road act.

Colorado, Delaware, Georgia, Missouri, New Hampshire, Nevada, North Dakota, Texas, Utah, Washington, Wisconsin, South Carolina and Wyoming were the thirteen States which were unrepresented. Of those, Georgia, Texas and South Carolina have yet to provide themselves with state highway departments in order to qualify for participation in the \$75,000,000 Federal aid program, to be expended in the next five years. Though Indiana also has to provide a state highway commission, Governor Ralston sent Carl G. Fisher to the conference as the Hoosier spokesman.

In the course of his address Secretary of Agriculture Houston said: "You highway officials represent the States. I represent the Federal Government. Together we are charged with the execution of very difficult and very important laws."

SECRETARY HOUSTON TELLS WHY THE LAW APPEALS TO HIM
"This law appeals to me as of special importance not so much because it carries with it out of the Federal Treasury an appropriation of \$75,000,000, but because it will be met by an appropriation of \$25,000,000 or more out of the State funds. If all the States accept this act, but because, as great as is the aggregate, it is relatively insignificant in comparison with amounts the States are now annually expending, and will spend during the period covered by the act."

The main question that I am immediately concerned with, that the people of the Union are immediately concerned with, is whether we shall get a dollar's result for every dollar we expend for it. I am quite sure that if we do so, and we can convince the people that we have done so, they will be willing to put much more money into good roads where they are needed. Therefore, the matter of administering this law, of devising good road systems, of careful selection of roads, of formulating projects, of developing plans and specifications, of having all matters considered on their merit by competent men, seems to me to lie at the root of this business."

EXPERIENCED MEN SHOULD BE IN CHARGE OF ROAD WORK
"If as the result of this act, the people are induced fully to realize the necessity of placing skillful and experienced men in charge of road building and road maintenance, a great advance will have been made, and the efforts of those who labored to secure the legislation will have been rewarded."

Unofficially, there were also present at the conference men prominent in the road movement and identified with leading organizations interested in the subject. Among these were Chairman George C. Diehl of the Good Roads Board, and Executive Chairman A. G. Batchelder of the American Automobile Association; John N. Goodell, the American Highway Association; and W. A. Aldorf, of the Ohio Good Roads Federation.

It is rather significant as indicating the desire of the several States to have road connections with one another that at the meeting of the American Association of State Highway Officials, held the day previous to the conference, it was unanimously adopted as the sentiment of the meeting that the joint Federal and State funds should be expended upon the main roads.

FLETCHER TO AID DIRECTOR

FACE IN DETAIL WORK

Secretary Houston has been from the State of California its chief engineer, Austin B. Fletcher, to aid Director Logan Waller Page in a consulting capacity in the launching of

the Federal aid road work. Mr. Fletcher was chief engineer with the Massachusetts State Highway Commission for many years, following which he had charge of the building of the superb county road system of San Diego County, and has now nearly completed, as State engineer of California, the \$18,000,000 State highway system. The experience which he has thus gained in both Eastern and Western States is expected to prove invaluable to the government through giving to the Federal officials a clearer insight into the matter from the standpoint of the States.

HUPMOBILE SALES HEAVY

Increase in Business Over July, 1915, 18.33 Per Cent—President Drake's Statement.

That the demand for motor cars continues is shown by the statement just made by the Hupp Motor Car Corporation for the month of July. The Detroit concern showed another big increase in business for July, with a 18.33 per cent gain over the corresponding month of the year 1915. The statement bears added significance as July and August are considered the slack summer months in the motor car industry.

The July statement of the big increase in business for the four-cylinder Hupmobile follows the announcement made the first of July by President J. Walter Drake on the business done for the 1915 selling season, which closed June 30. The statement showed an increase of 47.3 per cent for the year. The July record also demonstrated the good business judgment of the Hupp officials in outlining their policy for the next twelve months. In his announcement President J. Walter Drake said:

"Our faith in the future of a car of the Hupmobile type is unlimited. We are adhering strictly to the four-cylinder practice. In the series N Hupmobile, we have developed a car, the public demand for which has greatly exceeded our production capacity. We have no radical changes to announce with the start of the new selling season, although each series of 5,000 cars has contained such minor improvements as our engineering department has developed from time to time."

While a general automobile sales report of the past year would show one of the most unusual selling seasons in the history of the motor car industry, it is our belief that the future holds equally bright prospects."

KLINE KARS ON LONG TRIPS

Dr. Ralph Houser, of Oklahoma City, visited the Kline Kar factory and was very much impressed with the factory and its product. He contemplates taking a trip from Richmond to Oklahoma City in a Kline Kar and is now making his arrangements for the same. Dr. Houser was called to Baltimore on some special work in his profession, and upon completion of this will arrange for his trip in detail.

This is one of the many long trips being reported to the Kline Kar Company by its patrons, one of the recent ones being made to Key West, Fla., the shipping point, to Ancon, Canal Zone. The Kline Kars are performing wonderful feats and many recommendations are being received by the local factory.

Recent sales were made to C. B. Cooke and W. C. Robinson & Co., of this city; Joseph Jennings, of Washington, D. C.; J. B. Glasgow, of Arlington, N. C.; and R. S. Shaw, of Raleigh, N. C.

AN AUTO HONEYMOON

Word has just been received from San Francisco that Mr. and Mrs. Jack Trepel, of New York, have completed the first half of their cross-country honeymoon in a Serpentine Roadster.

Trepel and his wife carried with them a complete camping outfit strapped to the running-board. They were out for pleasure, not for records, yet they made the trip from coast to coast in twenty-two days' actual running time. They crossed the Rockies and the Sierra Nevadas without difficulty, and experienced no trouble on the roughest desert roads.

The most remarkable feature of the trip was the fact that the gasoline consumption averaged over twenty-three miles to the gallon.

Mr. and Mrs. Trepel intend to return to New York in their Serpentine Roadster after a short stay in San Francisco.

SPECIAL BONUS FOR ALL SAXON COMPANY EMPLOYEES

Company Appreciates Part of Its Employees in Producing Its Great Success.

Each office employee, who has been with the Saxon Motor Car Corporation for a period of longer than ninety days will receive a bonus of 5 per cent of the salary received during the year or for the term of employment, if less than one year but more than ninety days.

Each factory employee will share on a like basis with those in the office departments, except those who have been paid on a piece-work basis and who will receive a bonus of 3 per cent.

The payment of these bonuses will be made on September 1, 1916. President Harry W. Ford, in commenting on this act of the company, said: "The payment of a bonus at this time does not bind the company to a policy of bonuses each year; however, the management feels that in years when the prosperity of the company is such as to enable it to make a return to the shareholders, it will also be disposed to pay some form of bonus to employees. It is hoped that the payment of this bonus will encourage each employee to study his work, to the end that each one may increase his efficiency."

For the payment of this first bonus it seemed wise to use a flat percentage to all employees with the exception above noted.

In the future, however, a record of each individual employee will be taken into consideration. Punctuality, carefulness, obedience to all company rules and regulations, loyalty, willingness to cooperate with the company in its management at all times and in every way will be taken into consideration in payment of any bonus that may be decided upon in the future, and each employee will share in such fund in proportion to the quantity and quality of the service he renders.

"The real object of this institution is to sell Saxon cars at a profit, and the ability of this company to maintain itself in a prosperous condition depends in the long run upon the goodness, serviceability and reliability of the cars we build."

"The ideal of this company is to build good cars—to give the public the best dollar for dollar value on the market."

"If we can do this we can always have a good and prosperous business. Bonuses depend upon earnings; earnings depend upon good cars; good cars depend upon the employees."

"The company is not one thing, and the organization of employees is another. The company and the organization are one thing, and their interests are mutual. The company furnishes capital, equipment and management—the employees furnish intelligence, labor and skill."

"We are partners, and we will share alike."

CANTILEVER SPRINGS MADE FOR COMFORT

New Series Model 75 B Overland (United by Owner to Be Smoothest Running Car).

The real comfort test in any touring car can be determined better with the driver alone occupying the car than when the automobile is carrying its regular allotment of passengers, as every motor car enthusiast knows. In the case of efficient springs and advanced body construction, there are many makes of cars which claim the same of comfort for five or seven passengers, but the Willys-Overland Company, of Toledo, O., goes them one better by turning out a low-priced five-passenger car with comfort guaranteed for one or five passengers on any ordinary automobile road. This car is the new series model 75 B Overland.

"Although every possible effort was made to give the new series, model 75 B Overland, the utmost riding comfort, our attention was first attracted to its extraordinary features in that respect by letters which came in from enthusiastic 75 B owners," said John N. Willys, head of the Willys-Overland Company. "One owner informed us that although 90 per cent of his driving was done with only himself in the car, he had never ridden in a more comfortable machine. It took the country roads, he said, like big powerful expensive cars, and, unlike most small cars, excessive speed did not in the

least affect its easy riding qualities. "This unusual situation is due simply to the kind of equipment used on the car. Cantilever springs, for instance, are used on the new series model 75 B, and any man well versed in the automobile business will tell you that no spring has ever been made which will give more easy riding facilities than the cantilever product. To the added riding comfort, there are four-inch tires which equipment in itself is something heretofore unheard of on cars of that class. Furthermore, the body is so staunch and well balanced in construction that the weight is evenly and correctly divided. This accounts for the fact that on rough and uneven roads the new series model 75 B will travel along without that jarring and swerving so common in other makes of light cars."

OVER 1,200 DEALERS SELL NEW GRANT SIXES

Working quietly with the skill of a veteran, Sales Director George S. Waite, of the Grant Motor Car Corporation, has within a period of two short years built up one of the most complete and responsive sales organizations in the automobile business. There are now over 1,200 dealers selling the Grant Six.

Grant Sixes are now being marketed in practically every country on the globe. There are Grant Six dealers in China, Japan, Australia, India, Russia, Great Britain, Hawaiian Islands, Cuba, Denmark, Norway and Sweden.

"It is this growing organization that has necessitated the wonderful jump in production from 5,000 cars a year to 20,000 cars," says Mr. Waite. "Grant Sixes are enjoying a remarkable sale, based upon what we believe are unusual values in cars priced considerably below \$1,000—and Grant dealers simply have to be supplied with more cars."

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THE STUDEBAKER CORPORATION OF AMERICA, builders of the Studebaker automobiles and many other Studebaker products, is known in every part of the civilized world.

THE COBURN MOTOR CAR COMPANY, INCORPORATED, located at Norfolk, Virginia, where they have been in business for the past eight years distributing Studebaker automobiles in Virginia, North Carolina and a portion of South Carolina, probably needs no introduction to the citizens of Richmond, as no firm could well be more generally or more favorably known throughout the entire East and South.

THE COBURN MOTOR SALES CORPORATION OF RICHMOND, a subsidiary corporation, owned and controlled by them, has leased as temporary quarters building No. 521 East Main Street, which the Richmond Overland Company recently has occupied, until more adequate and commodious quarters can be arranged for.

It will be our purpose to offer every Studebaker owner the most complete and efficient service yet offered to automobile owners in Richmond. We will, of course, be somewhat handicapped until we move into our new quarters. We extend a cordial invitation to all to visit our showrooms, inspect the Studebaker cars, and believe you will be convinced that in purchasing a Studebaker you will save from \$250.00 to \$400.00, and still get permanent value and a car essentially as good as money can buy.

FOUR-CYLINDER MODELS	
Touring Car, 7-Passenger, -	\$875
Roadster, 3-Passenger, -	\$850
Landau-Roadster, 3-Pass., -	1150
SIX-CYLINDER MODELS	
Touring Car, 7-Passenger, -	\$1055
Roadster, 3-Passenger, -	1080
Landau-Roadster, 3-Pass., -	1350
Coupe, 4-Passenger, -	1750
Sedan, -	1700
Limousine, 7-Passenger, -	2800
F. O. B. Detroit	

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The car you've been thinking about—does it have electric starter and lights, demountable rims, rain-vision windshield, speedometer, one-man mohair top? Does it have an irreversible steering gear, linoleum running boards and floor boards?

Does it have, as the Maxwell has, all these refinements, good appearance, an enviable reputation and an unequalled record for endurance and economy?

This is a vital matter to you. Make sure.

5-passenger Touring Car, \$595 2-passenger Cabriolet, \$865
2-passenger Roadster, 550 6-passenger Town Car, 915
3-passenger Sedan, \$985

Maxwell Motor Sales Corporation
207 W. Broad St. Randolph 1622

This is a factory branch store—maintained for the purpose of giving maximum Maxwell Service to all owners.

